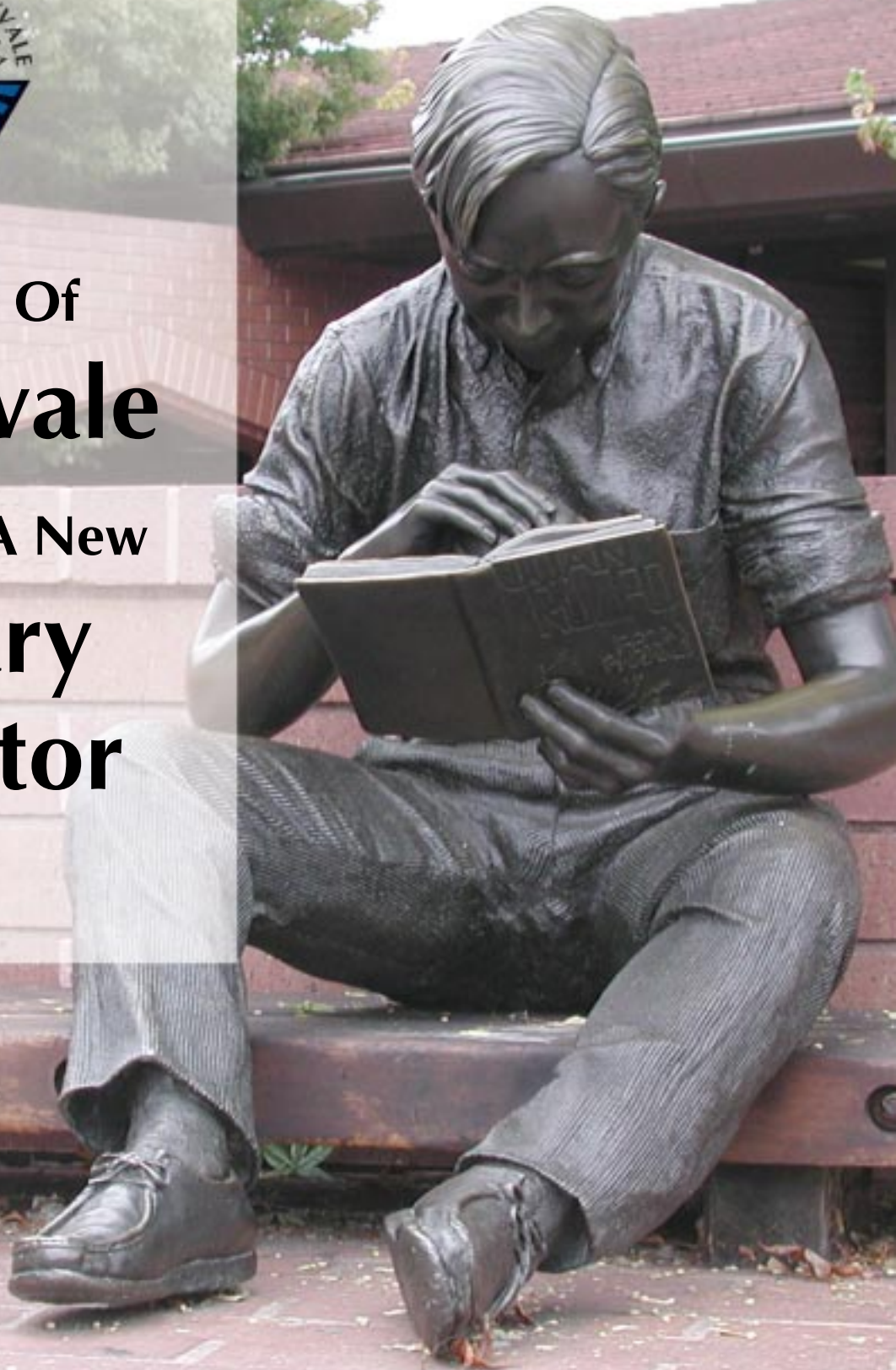




The City Of  
**Sunnyvale**  
Is Seeking A New  
**Library  
Director**



## THE COMMUNITY

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From its humble beginnings as a small agricultural settlement in 1845, through its incorporation as a city in 1912, Sunnyvale has grown to become the “Heart of Silicon Valley.” Change has been constant – and sometimes dramatic.

Agriculture gave way to the defense industry, and then the high-tech evolution arrived. During the years following the 1971 creation of the microprocessor, companies with foresight saw the potential of computers and the power of semiconductors. The City became the nexus of research, development and manufacturing that created Silicon Valley, and that legacy continues today in the era of the Internet. Major employers include Lockheed Martin Space Systems Company and Yahoo!, which is headquartered in Sunnyvale.



With a population of 132,000, Sunnyvale is the fifth largest city in the San Francisco Bay Area and the second largest in Santa Clara County. The workforce of 150,000 swells the City's daytime population to 230,000. Housing is almost evenly split between privately owned homes and rental units.

Sunnyvale's climate is ideal, with a July average temperature of 72° and a January average of 49°. Two thirds of the City's residents are college educated with an average household income of \$86,000. Four school districts cover Sunnyvale with 21 K-12 public and private schools. Within minutes of the City's limits are superior higher education institutions such as Stanford University, San Jose State University and the University of California.

Transportation options are plentiful and convenient. Sunnyvale can be easily reached from U.S. 101, I-280 and State Route 85. Caltrain serves the Sunnyvale Multimodal Transit Station, providing convenient train service to the peninsula and San Francisco. Santa Clara Valley Transportation Authority (VTA) provides bus and light rail service to Sunnyvale and the county.

Regionally, Sunnyvale is ideally located close to some of California's most prized destinations, such as the Northern and Central Coasts and the famed wine county of the Napa and Sonoma Valleys. Lake Tahoe and Yosemite National Park are also within driving distance. Mineta San Jose, San Francisco and Oakland International Airports are within a short distance from Sunnyvale, allowing for easy longer-distance business and leisure travel.

One regional daily newspaper (*San Jose Mercury News*) and one weekly community newspaper (*Sunnyvale Sun*) serve the City. Bay Area all-news radio and television stations cover events in Sunnyvale.

## CITY GOVERNMENT

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The City of Sunnyvale follows a Council – Manager form of government with a seven-member City Council setting policy while the City Manager oversees the more than 900 employees. Subject to a two-

consecutive-term limit, Council Members are elected at-large and serve four-year overlapping terms. The Mayor and Vice Mayor are selected amongst the Council and serve one-year terms. In addition to the City Manager, the Council is also responsible for appointing the City Attorney.

The City's Executive Leadership Team (ELT) is highly collaborative and congenial. As a member of the ELT, the Library Director reports to the City Manager. Professional relationships are such that colleagues are comfortable discussing substantive issues including issues of organizational importance as well as those relating to their own discipline. Creative problem solving and performance improvement are constant themes within the management culture as the City strives for continuing innovation in achieving efficiency and effectiveness

enhancements.

For additional information on Sunnyvale, visit the City's Website at: [www.sunnyvale.ca.gov](http://www.sunnyvale.ca.gov)

## SUNNYVALE'S LIBRARY SYSTEM

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Sunnyvale's Library has long been recognized as one of the community's most cherished assets. The facility consistently attracts an average of 2,500 visitors per day with an annual circulation rate of 2 million. As one of the nation's top ranking facilities in collection turnover, last year the Library served more than 800,000 visitors and circulation averaged 16 items per capita.

The department is supported by an annual budget of \$6.7 million, with 32 full-time, 38 regular part-time and 64 casual staff. The majority of the staff are represented by two labor groups – the Sunnyvale Employees Association (SEA) and the Service Employees International Union (SEIU). At its monthly meetings, a five-member City Council-appointed Library Board of Trustees provides feedback and suggestions on Library operations and services. Sunnyvale also enjoys the support of an active Friends of the Library organization.

The Sunnyvale Library has an admirable reputation for maintaining dynamic collections that are extremely relevant to the community it serves. The Library maintains a strong partnership with the schools and other key stakeholders. Library roles, identified through the recent revision of the Library Sub-Element of the General Plan, include: Children's Library, Reference Library, Education Support and Independent Learning Center, Popular Materials Library and Community Activities Center. The Library also provides access to a number of online resources and offers the Special Outreach Services (S.O.S.) program to address the needs of homebound readers.

After serving as the City's Library Director for almost a decade, Victoria Johnson recently accepted the appointment of Director of Library Services for the San Mateo County Library System. During her tenure, she has created an extremely collaborative and high-performing team that has successfully striven to meet the increasingly complex demands of an extremely diverse customer base with enthusiasm and



passion. The Library places a high priority on public education and community relations. A regular newsletter, dynamic online resources and regular customer surveys represent a fraction of the system's communications efforts.

## PRIORITIES

As one of his/her first orders of business, the new Director will have the opportunity to select a new Administrative Librarian for Collection Management and Administration. Other priorities the Director will be expected to address during the early part of his/her tenure include, but are not limited to:

- Assist library stakeholders with defining and creating the "library of tomorrow" for the Sunnyvale community.
- Quickly understand and appreciate the diverse populations and cultures that comprise the City and Library customer base.
- Capitalize on the benefits and opportunities associated with being located in the "Heart of Silicon Valley<sup>SM</sup>".
- Implement a new catalog system
- Maintain and possibly expand services during fiscally-challenging times

## THE IDEAL CANDIDATE

### EDUCATION AND EXPERIENCE

The ideal candidate will have library management experience in an outcome-oriented environment where contemporary measures of performance and success are readily utilized. Current and/or prior service in an organization where process and results are highly valued will help to ensure a seamless transition into the director's role. Highly competitive individuals will possess a history of being a valued member of a management team who are known for contributing beyond their primary discipline. Valuing diversity in knowledge, skills and continuous professional enrichment, Sunnyvale department heads are frequently called upon to champion projects and tasks beyond their traditional areas of expertise.

A Master's degree in Library Science is required. Candidates who demonstrate a successful history of managing effectively with limited resources, seeking outside funding opportunities, creating revenue generating strategies and forming mutually beneficial partnerships are strongly encouraged to apply. The ideal candidate will be a leader who will continue to position Sunnyvale on the leading edge of providing public services.

In addition to the qualifications described above, the following are desired characteristics of an ideal candidate:

### SKILLS AND ABILITIES

- Strong familiarity with performance and outcome-based budgets
- Displays a passion for working with and serving people
- Highly attuned to the current and future needs of customers
- Ability to create and maintain a highly integrated staff
- Embraces challenges as opportunities for improvement and positive change
- Comfortable with interacting and engaging the public
- Efficiency-minded



- Courageous, straightforward communicator
- Assures comprehensive and high quality staff work
- Collaborative team player
- Promotes the use of technology and 21<sup>st</sup> century tools as means to constantly advance the definition of service and service delivery

### LEADERSHIP CHARACTERISTICS

- Exhibits a highly sophisticated and inspirational style
- Dynamic and extremely dedicated
- Visionary and creative
- Optimistic and gifted problem solver
- Values individual and collective staff contributions and talent
- Supports and facilitates ongoing professional development
- Practices unquestionable ethics and integrity
- Never satisfied with status quo; constantly aspires for betterment
- Engaging and credible communicator
- Accessible; willingly engages people at all levels of the organization
- Humanistic manager
- Good political acumen, but apolitical
- Well networked and active in the profession

## COMPENSATION AND BENEFITS

The salary for the new Director will be consistent with the experience and qualifications of the candidate selected. The range for this position goes up to \$146,992. In addition, the salary is supplemented by Sunnyvale's outstanding benefits package:

### HEALTH

**Medical Insurance** – Medical coverage is provided through CalPERS and is fully paid by the City for employee and dependents

**Cash-in-lieu** – The option of waiving or reducing his/her medical coverage and receiving payment of a portion of the City contribution is available as articulated in the current Salary Resolution

**Dental Insurance** – Provided through Delta Preferred (PPO) or Delta Care (HMO) and is fully paid by the City for employee and dependents

**Vision Insurance** – Vision Service Plan (VSP) is the City's provider and is fully paid by the City for employee and dependents

**Employee Assistance Program (Managed Health Network – MHN)** – Director and eligible dependents are entitled to receive up to seven sessions each per benefit period (July 1 – June 30)



## LIFE INSURANCE

Basic Life – AD&D

Sunnyvale pays for \$50,000 policy for employee, subject to tax law.

Supplemental Life – AD&D

Option to purchase supplemental coverage to up to two times annual salary, to a maximum coverage limit of \$175,000. Monthly premium is currently \$0.22 per \$1,000 in coverage

## RETIREMENT

**CalPERS (2 percent at 55)** – The employee contribution of 7 percent is fully paid by the City. In addition, Sunnyvale reports the employee paid member contribution of 7 percent as compensation. There is a mandatory \$0.93 employee-paid survivor benefit deduction. Employees are vested after five years of PERS credited service. Reciprocity with CalPERS is available

## MISCELLANEOUS

**Dependent Care Reimbursement** – allows employees to pay for dependent care expenses using pre-tax dollars

**Deferred Compensation** – Three 457 plans are offered through ICMA, Nationwide Retirement Solutions and CalPERS. The City pays 2 percent of salary to either a 457 or a 401(a) plan. Employees can withhold an additional amount up to the maximum contribution per calendar year of \$13,000

**401(a) Money Purchase Plan** – The maximum contribution per calendar year is \$30,000. This plan requires mandatory employee contribution through the use of Paid Time Off (PTO). The City pays 2 percent of salary to either a 457 or 401(a) plan

**Auto Allowance** – Director is eligible for auto allowance

**Tuition Reimbursement** – Percent reimbursed is based on relatedness to job (100/50/10 percent) and department budget. Reimbursement amount is calculated in relation to San Jose State University fees and may be taxable

**Mortgage Assistance Program** – The City offers a mortgage assistance program to help with relocation for out-of-area candidates

## APPLICATION AND SELECTION PROCESS

The final filing date for this recruitment is **Monday, November 29, 2004**. To be considered for this rare opportunity, please submit a cover letter, a resume that reflects size (staff, budget) and scope of current/most recent organization and responsibilities, list of six professional references and current salary information. For additional information regarding this opportunity, contact:



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Following the filing deadline, candidates with the most relevant qualifications will be granted interviews by the consultants in December. Those individuals determined to be best suited for the position will be interviewed by the City in early January with an appointment anticipated shortly thereafter, upon the completion of thorough reference and background checks.

